

THE VALUE OF COSMETOLOGY LICENSING



A report measuring the importance of cosmetology licensing in the Professional Beauty industry and its economic contributions

Training and licensing are vital for the safety of beauty professionals and consumers

cosmetology school

learn about safety, sanitation, technical skills, and business management

graduate

obtain certificates and degrees

board exam

demonstrate knowledge and abilities

license!

accountable and ready to work

Licensed Professionals
are accountable for safety and sanitation

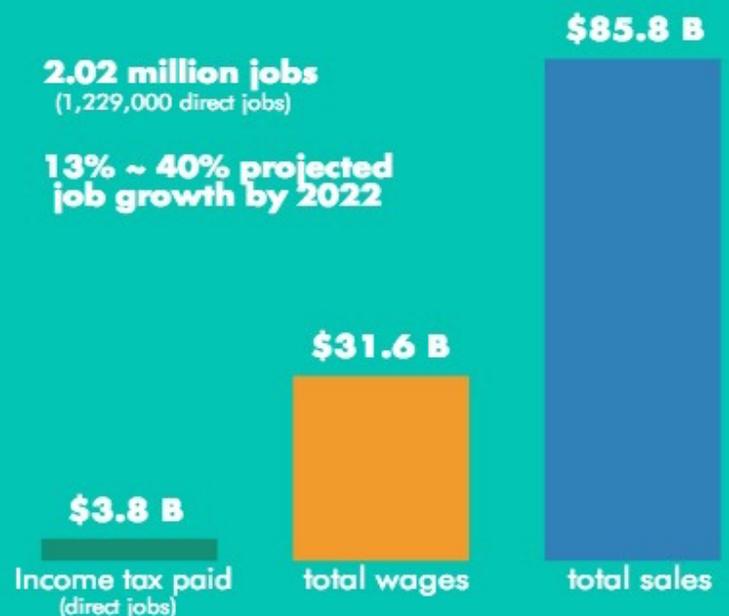
82%

of poll respondents across age and income groups support the licensing of beauty professionals

ECONOMIC CONTRIBUTIONS OF BEAUTY PROFESSIONALS

2.02 million jobs
(1,229,000 direct jobs)

13% ~ 40% projected job growth by 2022



The Value of Cosmetology Licensing to America's Health, Safety and Economy

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Beauty professionals touch nearly all Americans across every demographic in large and small communities. These professionals acquire their special skills to provide safe, high quality services to their clients through extensive training, certification and licensing.

Licensed cosmetologists, barbers, manicurists, skincare specialists and makeup artists in America are educated and trained beauty professionals from cosmetology programs that are approved and regulated by the state in which they operate.

- Licensing helps meet consumers' expectations to standards and rules.
- Licensing helps ensure consumers' right to safe, sanitary and infection free services.
- Licensing leads to higher employment rates, facilitates market entry, and acts as a stepping stone to higher education, higher earnings and longer more sustainable careers.
- Licensing enhances insurability and helps protect individuals and small business owners.
- The American public overwhelmingly supports professional beauty licensing.

Economic contributions of the professional beauty industry are far-reaching and significant

- The industry supports 2 million direct and indirect jobs, generates more than \$85.8 billion in sales, pays nearly \$31.6 billion in wages and contributes nearly \$3.8 billion in income taxes.
- Beauty professional jobs are expected to grow at a rate well above the 11% national average for all industries, discrediting the claim that licensing acts as a barrier to job growth.
- The industry supports small businesses and minorities.

State administered training, testing, licensing enhance accountability for safety, sanitation, infection control

- In addition to establishing training requirements, licensing and regulations, State Boards of Barbering and Cosmetology establish health and safety standards for the operation of beauty salons and trade schools to protect professionals as well as customers.
- State boards review complaints and take actions against individuals and businesses that do not adhere to the minimum industry standards and violate the law.
- State licensing helps ensure essential skills needed to prevent transmitted diseases for both customers and employees at professional beauty establishments. Bacterial infections, blood borne pathogens, hepatitis B and C, nail and toe fungus, and boils and rashes are common diseases that can be transmitted at beauty salons.

National Public opinion poll indicates overwhelming support for professional beauty licensing

Public opinion overwhelmingly supports professional beauty licensing to maintain the best practices for safety and quality standards. An independent national post-election study in 2012 shows that 82% of respondents think safety and quality would decline significantly if states ended licensing professions including hairstylists, barbers, nail technicians and skin care specialists.